ABSTRACT

Methods, data structures, and systems monitor and integrate media streams. A media stream includes a self-installing and self-executing media player, media content, a purchasing system interface, and configuration monitoring information. The media stream is streamed to requesting recipients and once received by the recipients, the media player loads, configures itself, and executes on computing devices of the recipient. The media player simultaneously presents the media content and the purchasing system interface. The media player uses the configuration monitoring information to track interactions with the purchasing system interface and usage statistics associated with playing the media content.

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